

I am writing because I am strongly against any attempts to weaken media concentration regulations.

While I agree that technology has changed many elements of the competitive landscape, I absolutely reject the conclusion that consumers normally have ample opportunity to hear different viewpoints based on ownership perspectives.

In rural areas especially there is little or no diversity of ownership. My second home is in central Minnesota and there is no local content whatsoever to any available broadcast media outlet. Cable television is not available at a reasonable price and internet access is slow and unreliable.

In Minneapolis/St. Paul excess media concentration is a legitimate concern for consumers employers and advertisers.

As a former public relations officer for a small-business, I have seen ample evidence of price-rigging for radio ads in this market.

As consumer, I feel strongly that my radio and television needs are not well served by current broadcast outlets. Local content is minimal, and format choice is lacking already.

Again, I am disappointed with the FCC for pursuing this obviously conglomerate-driven agenda.

I am expressing my concerns to my congressional representaatives as well.

Sincerely
James M. Justen
St. Paul, MN